

# User centric approach for Seattle.gov



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# What's next for Seattle.gov?

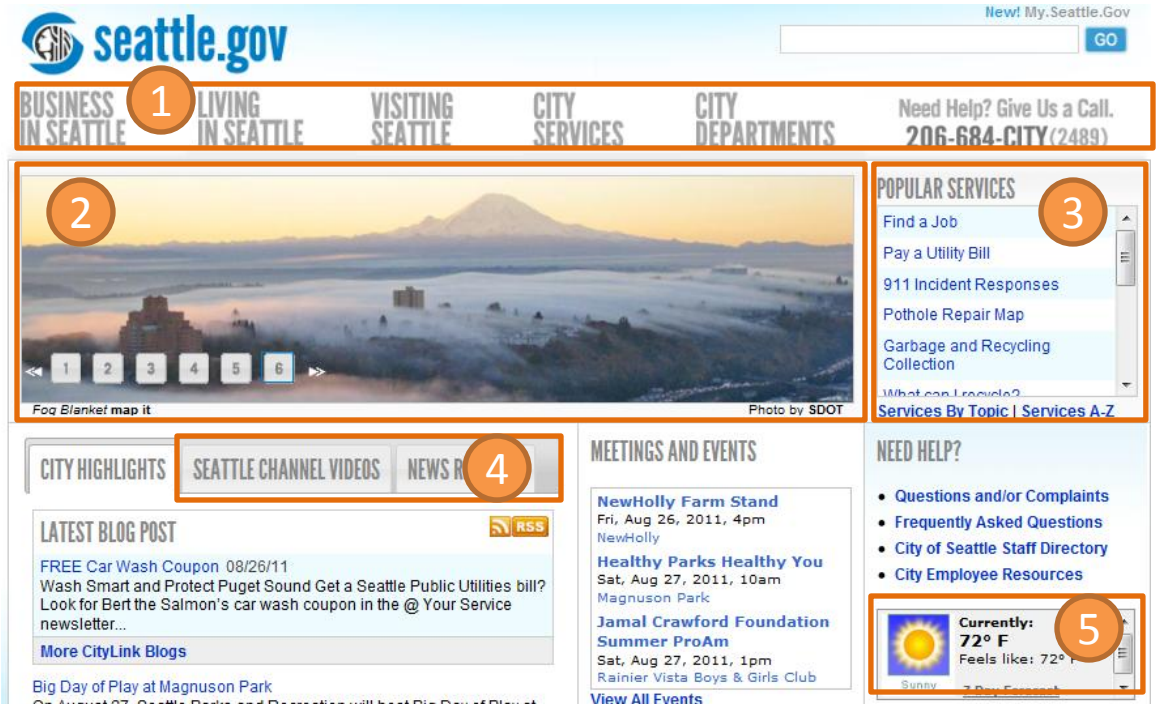


- Even with great progress and well deserved accolades, many opportunities exist to address what people want from Seattle.gov (see needs from 2009 Tech Indicators report, excerpted in Appendix)
- CTTAB is in favor of revamping Seattle.gov to be more user centric while meeting city needs (external examples in Appendix)
- CTTAB can work with the Seattle community, the mayor, the council, and the city staff to identify more specific requirements for revamping online resources for the public as desired

# **APPENDIX**

## Seattle.gov observations

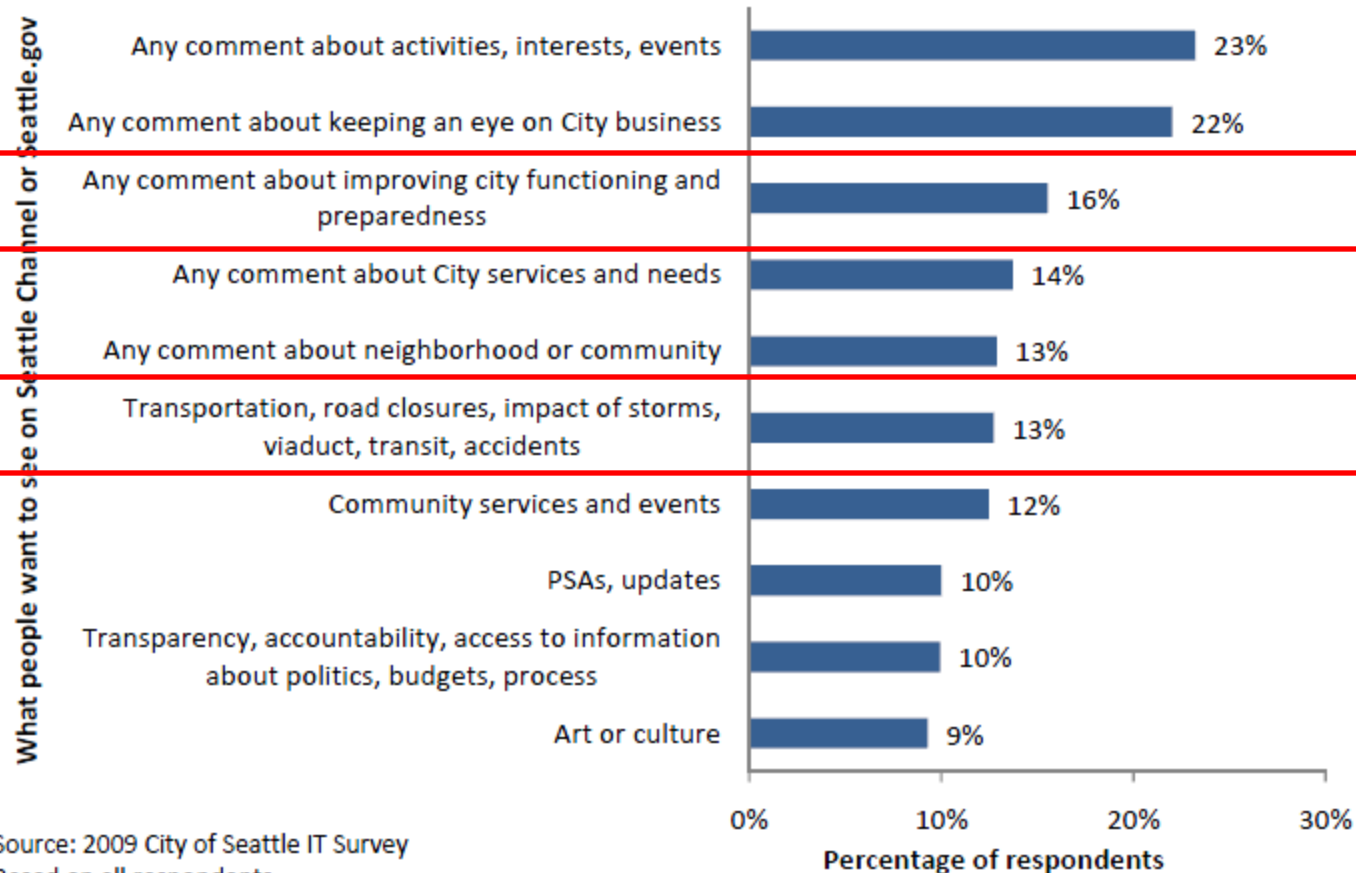
- 1 Equal weight given to headings.
  - What do you want people to do?
  - Who is the audience?
  - Potentially make things visually distinct like Louisville, KY site?
- 2 Visually appealing pictures do not relate to other site content, missing an opportunity to focus user attention
- 3 Unknown. How much do people scroll down the list and click on the other items?
- 4 Unknown. How much do people click on the other tabs and click through to a piece of content?
- 5 What is the relevance of listing weather on Seattle.gov?



### General observations:

- Gaps exist from stated user needs. E.g. transportation and preparedness information
- Does not appear that either user or City specific needs are prioritized on the site

Figure 61. Top Ten Topic Summary



## Needs identified in 2009 Seattle Tech Survey Technical Report



The Official Website of the State of Utah

Government

Employment

Business

Education

Residents

Visiting

About

Online Services



24/7 Support

My Settings

Out Of State



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# Utah.gov example of search centric design



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Search

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### New Fire Station Opened in Beechmont Neighborhood

With the rolling of the first fire truck, a new fire station on Ashland Ave. was opened, providing Louisville firefighters with the best resources in a new, energy-efficient facility. [See details of the new station.](#)



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### Metro News

- [Air Quality Alert for Friday, September 2](#)
- [City Website Again Honored for Excellence](#)
- [LMAS Investigates Animal Cruelty](#)
- [Bank On Louisville's First Anniversary Celebration](#)
- [Mayor Now Live Streaming All News Conferences](#)

# Louisville example of providing timely information prioritized for site visitors



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This year, more than 1 million Americans are expected to serve in their communities in honor of 9/11. Service projects will range from food drives to neighborhood cleanups and disaster preparation activities.

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1 2 3 4 5

# Serve.gov example of clear call to actions